

LA-UR-21-22016

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Title: Recruitment Brand Guidelines

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Intended for: Style guide

Issued: 2021-03-01

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Recruitment Brand Guidelines

Version 2 – February 2021

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One Lab, one voice.

The goal is to revitalize the Lab's identity so that it reflects a focused and forward-looking approach to solving national security challenges. This goal is achieved through design that is dynamic, accessible, and optimized for 21st century communications.

This guidance contains complete instructions on the proper use of the Lab's logo, typography, color palette, and visuals. You will also find a grid system for both print and digital applications.

Before you begin to design products related to our brand, please read this manual carefully.

By adhering to this guidance, you will help ensure that the Lab's brand is applied consistently across all media and that we are always speaking in the same voice.

Logo

The atom is synonymous with Los Alamos National Laboratory. The momentum and geometry of the symbol represent the Lab's forward-looking vision and global influence.

Elements of the Logo



Logomark

Logotype

The atom logomark represents our brand and can be used alone or in concert with the logotype.

Although the logo appears to break down into two discrete elements, the type shown above should not be used without the atom logomark.



int.lanl.gov/org/dir/cea/cas/visual-identity/logo-usage.shtml



Logomark



B/W Logomark

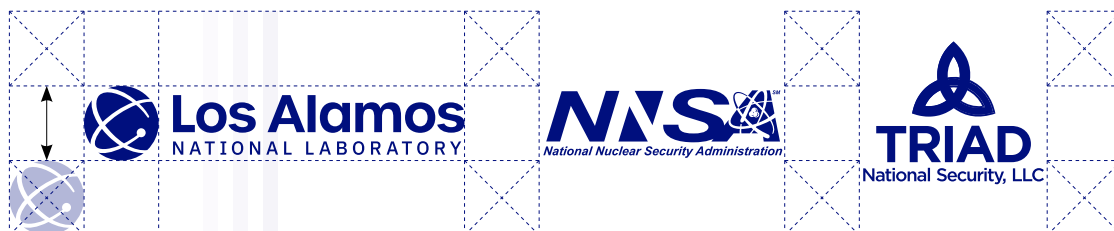
The scale and position of the logo relative to other design elements are important because they preserve the clarity of the Lab's brand. Clearspace heightens the logo's impact.

Clearspace ensures that the logo will not be confused or obscured when used alongside other logos or graphics. The size of the atom indicates the minimum amount of clearspace required.

Sizing of certain logos might need to be done optically rather than mathematically. In those cases, do your best to match the visual weight of the Los Alamos logotype.



Minimum Clearspace



Clearspace in Practice

Logo Variants

The logo may be used in one of these three color relationships. Color is important because brand trust is built through consistency and discipline.



Ultramarine

Only used on a white or light-colored background.



Black

Only used on a white or light-grey background when color is not an option.



White

Used only on an ultramarine, dark-colored, or black background.

Logo Misuse

Altering the logo in any way fractures the brand in the eye of the viewer. Below are some common mistakes to avoid when using the logo.



Color modification



Partial modification



Proportion modification



Structure modification



Fill modification



Incomplete usage



Spacing modification



Squish or stretch distortion

Typography

Display Typeface

Acumin is a versatile sans-serif typeface family intended for a balanced and rational quality. Solidly neo-grotesque, it performs beautifully at display sizes but also maintains an exceptional degree of sensitivity for text sizes.

Acumin

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@£\$%^&*()_+[]“”{}«\

Text Typeface

Source Sans Pro, Adobe's first open-source typeface family, is a sans-serif typeface intended to work well across many applications.

Source Sans Pro

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@£\$%^&*()_+[]“”{}«\

Display and Text Styles

Acumin Black and Bold are used for headings and most subheads.

Source Sans is used for body copy, captions, and fine print.

Acumin Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@£\$%^&*()_+[]“”{}«

Acumin Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@£\$%^&*()_+[]“”{}«

Source Sans Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@£\$%^&*()_+[]“”{}«

Source Sans Semibold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@£\$%^&*()_+[]“”{}«

Source Sans Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@£\$%^&*()_+[]“”{}«

Color Palette

Color is the most visceral, assertive, and immediately noticeable element of the Lab's brand.

The primary color of the brand is ultramarine. An ultramarine gradient can be used sparingly to add depth to designs.

Primary Color:
Ultramarine

RGB: R0 G15 B126
Hex: #000F7E
CMYK: C100 M100 Y0 K0

Secondary Color:
Blue

RGB: R0 G112 B193
Hex: #0070C1
CMYK: C84 M42 Y0 K0

Gradient:
Ultramarine

RGB: R0 G15 B126 (#000F7E) – R9 G2 B56 (#090238)

Briefs

The following briefs can be used to explain the Laboratory's mission and role.

Los Alamos National Laboratory is a multidisciplinary research institution engaged in strategic science on behalf of national security. We enhance national security by ensuring the safety and reliability of the U.S. nuclear stockpile and serve as a center for research in a wide range of scientific disciplines, including space exploration, geophysics, renewable energy, supercomputing, medicine, and nanotechnology.

Los Alamos National Laboratory is essential to security—national security, global security, and energy security. Our science and technology are foundational to solving the world's most difficult problems, and our work strengthens our nation's competitive position in such fields as energy, medicine, and space.

Mission: At Los Alamos National Laboratory, our mission is to solve national security challenges through scientific excellence. In the interest of advancing our nation's security, our greatest strength is in our ability to maintain broad science, technology, and engineering capabilities across multiple disciplines, leveraged to meet the Laboratory's diverse national security missions.

Links

The following links can be used in the development of virtual impressions. You do not need to use all of these. Use the resources that make sense for your audience.

Social Media

Twitter: @LosAlamosNatLab

<https://twitter.com/LosAlamosNatLab>

Jobs Twitter: @LosAlamosJobs

<https://twitter.com/LosAlamosJobs>

Instagram: @LosAlamosNatLab

<https://www.instagram.com/losalamosnatlab/>

YouTube

<https://www.youtube.com/user/LosAlamosNationalLab>

LinkedIn

<https://www.linkedin.com/company/los-alamos-national-laboratory/mycompany/>

Facebook

<https://www.facebook.com/LosAlamosNationalLab>

Videos

Our Mission

<https://www.youtube.com/watch?v=fmP-ymRhI9U>

Our Laboratory

<https://www.youtube.com/watch?v=TYkSeQDfcg0>

Webpages

Careers Page

<https://www.lanl.gov/careers/index.php>

Women's Microsite

<https://women.lanl.jobs/#>

Veterans' Microsite

<https://lanl-veterans.jobs/#>

Main Page

<https://www.lanl.gov/>

Benefits at LANL

<https://www.lanl.gov/careers/employees-retirees/new-hires/benefit-options/index.php>

Employee Resource Groups

<https://www.lanl.gov/careers/diversity-inclusion/erg/index.php>

Work-Life Balance

<https://www.lanl.gov/careers/life-at-lab/work-life-balance.php>

Hiring Process/ Cover Letter Guidance:

https://www.lanl.gov/careers/_assets/docs/application-and-hire-guidance.pdf

Photography

Only high-quality, professional photography should be used to represent the Lab in communications that have an external audience. When taking, appearing in, or choosing photography, please keep the following in mind.

Photographs are the world's window into what we do at the Lab and who we are.

Portraits of Lab staff should be dynamic, bold, and conceptual. The location of the photo shoot should be free from clutter and generally appear organized. If you are scheduled to be in a photo shoot, business casual or your work uniform is requested. Please refrain from wearing branded clothing or any visible non-Lab logos.

Location Photography

Our state-of-the-art facilities and breathtaking location make a career at Los Alamos National Laboratory one of a kind.



TA55 Dusk.jpg



NSSB Fall.jpg



TA3 Sunset.jpg



LANSCE tour.jpg



Omega Bridge.jpg

Portrait
Photography

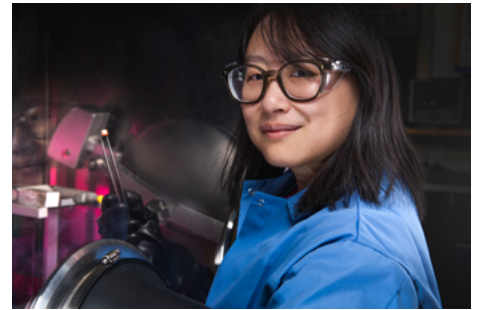
Our people are our most valuable asset. These photos represent the diverse talent of our workforce.



PPE.jpg



Accelerator, LANSCE, Target 4.jpg



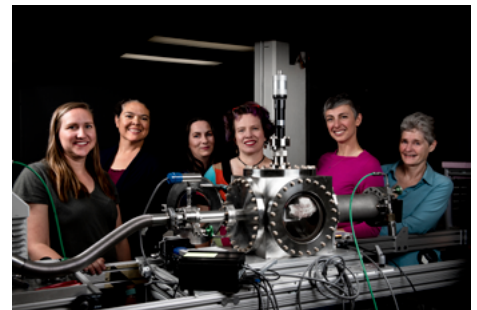
Chemist Wanyi Nie.jpg



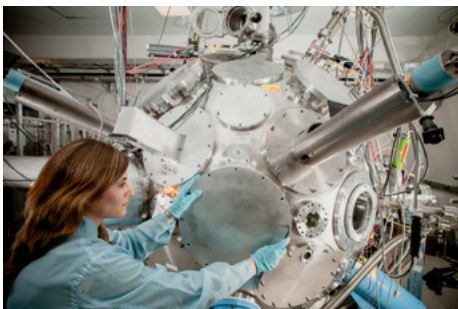
Navy Cadets at NSSB.jpg



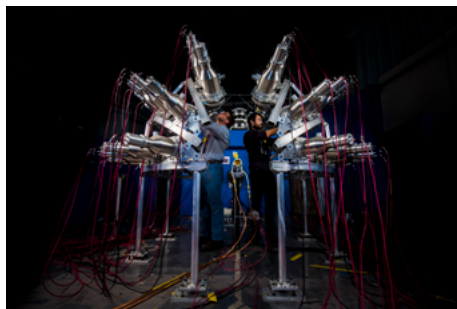
HIPPO - High-Pressure-Preferred...jpg



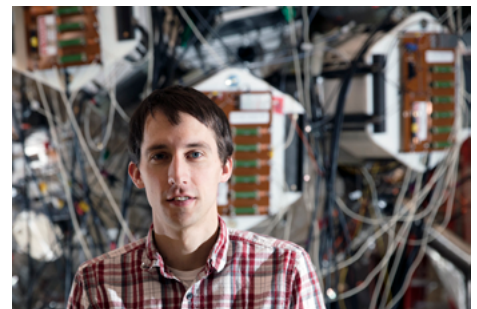
ChemCam Engineering Operations team.jpg



Despina Milathianaki Trident Laser.jpg



_MP19199.jpg



Samuel Langendorf.jpg



Mat Explosives Course.jpg



Optics.jpg

Graphic Layout Guide

The following guidelines can be used for the ad hoc development of branded graphics. For a more refined touch, reach out to CEA-CAS.

Stand-alone graphics must contain the full lab logo and the color ultramarine. You may use ultramarine for the logo or background. Photos, messaging, and logomark may also be used.

Here are some horizontal stand-alone banner examples. Minimal layouts are preferred, with ample space around the logo and other elements.



Messaging + Image Pairings

"Lead with your STEM experience" works best paired with a portrait photo.

Image pairings

Pair portrait and location photography to create metaphorical narratives and paint a more complete picture of the Laboratory.



Be part of something extraordinary



Messaging + Image Pairings

“Be part of something extraordinary” works best paired with a location photo





Vertical stand-alone banner examples. Minimal layouts are preferred, with ample space around the logo and other elements.



Various-sized examples of stand-alone graphics. Minimal layouts are preferred, with ample space around the logo and other elements.

Graphic sets (i.e., multiple graphics that appear together on the same screen) must contain the full Lab logo on the most prominent graphic. Supporting graphics may also feature photos, messaging, and logomark.



**Be part of something
extraordinary**

